

GUILHERME FRANÇA

Business Intelligence / Data Analyst


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PROFILE INFO

I'm an economist with a strong background in finance and data analysis, having worked in portfolio management and corporate restructuring. Currently, I specialize in Business Intelligence, currently optimizing strategic decisions in retail and food sectors. I'm skilled in SQL, Excel, Power BI, and revisiting Python for predictive analysis, passionate about AI and cloud technologies. I'm focused on leveraging these tools to drive data-driven innovation and productivity.

EXPERIENCE

Oct 2023 - Jan 2025

GF4 Participações Ltda. | Brazil - São Paulo

Business Intelligence / Data Analyst

- Development of a data framework to support strategic decision-making.
- Creation of KPIs and dashboards to track key performance metrics.
- Collaboration with Marketing, Finance, and HR departments to align processes based on data insights.

Jul 2022 - Sep 2023

XP Investimentos | Brazil - São Paulo

Banker / Investment Advisor

- Prospecting and managing relationships with individual and corporate clients.
- In-depth analysis of financial assets and execution of investment strategies in the capital markets.
- Clients and Companies prospecting.

Jan 2022 - Jun 2022

Vitra Capital | Brazil - São Paulo

Commercial Analyst

- Management of currency exchange operations and structuring of personalized investment portfolios.
- Presentation of results and consulting on resource allocation strategies.
- Assisted in the operationalization of the client's financial structure, including offshore company formation, trustees, and other financial structures.

Apr 2021 - Jan 2022

Virgo Inc. | Brazil - São Paulo

Operations Management Analyst & Product Owner (PO)

- Management of CRFs and CPA's portfolios and facilitating payments to investors.
- Led a project to create a system for covenant control and process optimization.
- Investor and Corporate Relations for those holding any credit managed by Virgo Inc.

EDUCATION

2017 - 2021 | Insper

Triple Accredited Business School
(AACSB, AMBA, EQUIS)

Bachelor's in Economics

With scholarship and a Minor in Finance

SKILLS

- Excel (VBA and Power Query)
- Power BI
- SQL
- Python
- R Studio

CERTIFICATES

- EC Boston (Exchange Student 2015)
- CPA-20 (ANBIMA)

LANGUAGES

- Portuguese (Brazil)
- English
- Spanish

■ Feb 2020 - Feb 2021

Lead Capital Partners | Brazil - São Paulo

Debt Restructuring & Corporate Turnaround Intern

- Assisted in financial and operational restructuring of distressed companies, focusing on M&A and corporate turnarounds.
- Analyzed feasibility and planned structural changes for companies undergoing restructuring.
- Data Analysis of the companies that were in the restructuring process.

■ Jan 2020 - Feb 2020

BTG Pactual | Brazil - São Paulo

Real Estate Management & Investor Relation Summer Intern

- Developed projects and processes for the Accounting and Investor Relation departments.
- Managed relationships with regulatory bodies and investors.
- Developed a Chat Bot framework for Investors that had any doubts on our Real Estate Portfolio.